

Renewal Mill April 2021 Performance

Zero Grocery

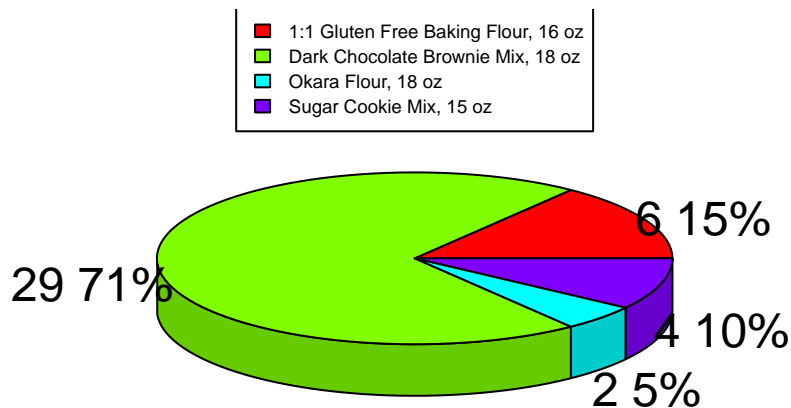
5/24/2021

Intro

Zero had 41 sales of Renewal Mill products in April, 39 of which came from Zero members. Let's take a look at some of the data...

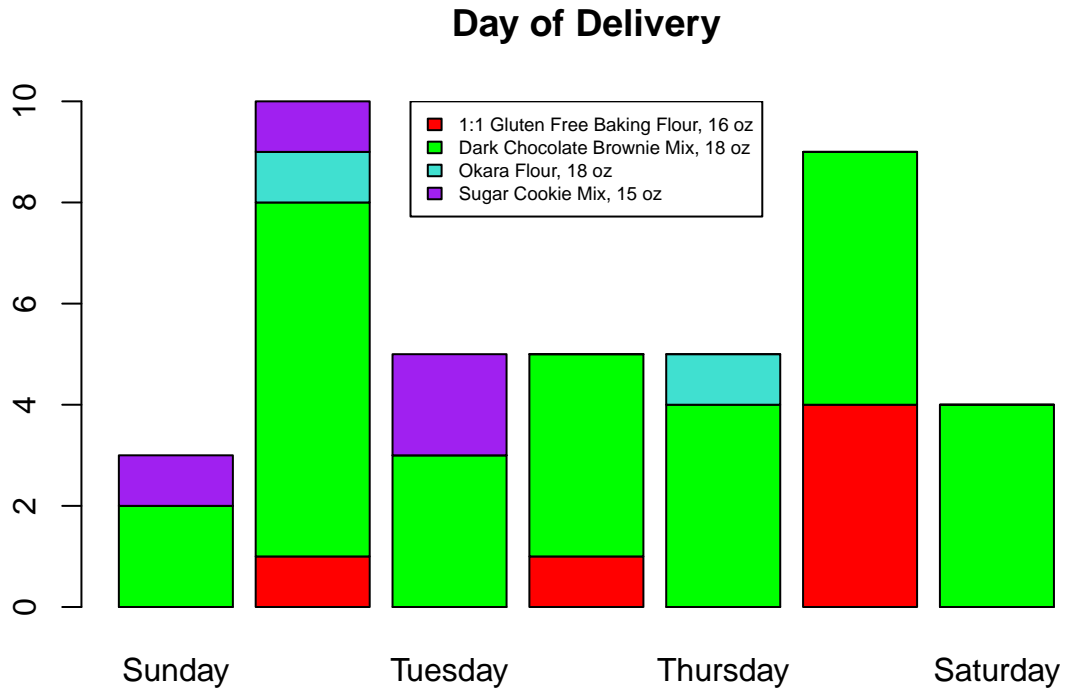
SKU Breakdown

Share of Volume



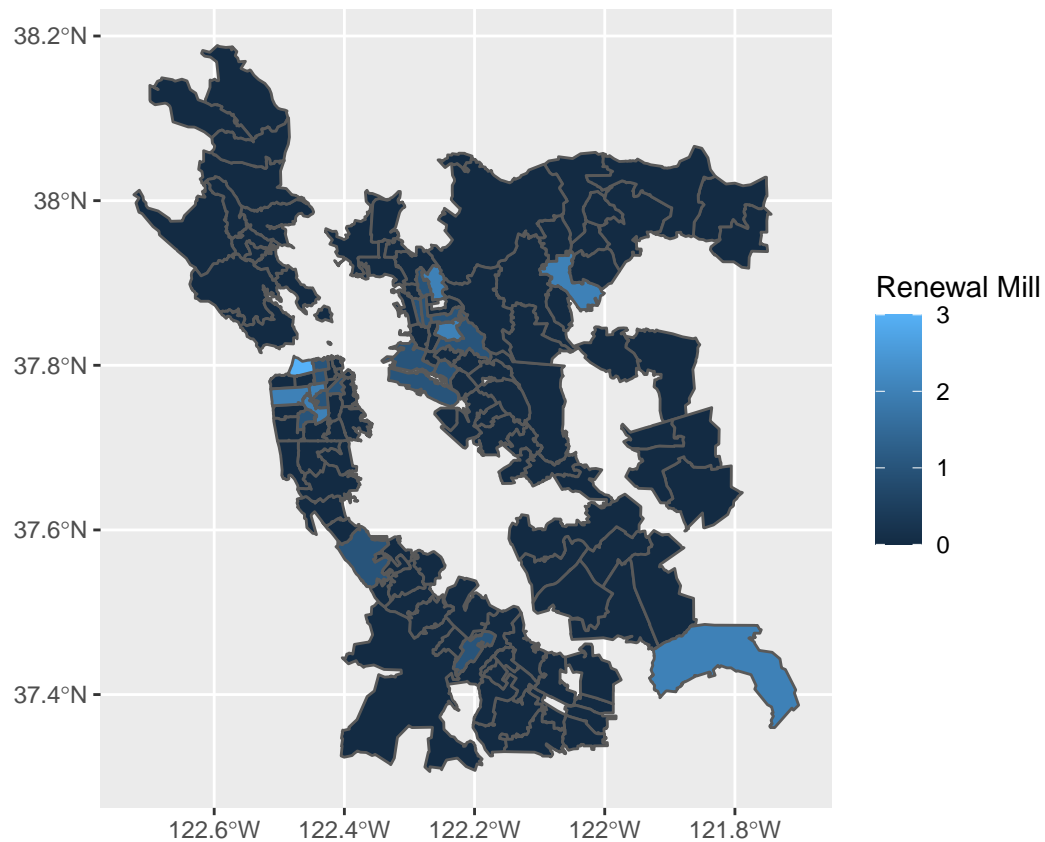
First, we can see which SKUs comprised the majority of Renewal Mill's sales and which might need more attention/iteration. In April, the Dark Chocolate Brownie Mix had the dominate share of sales, while Okara Flour had only two sales.

Days of Delivery



Regarding day of delivery, customers who purchased a Renewal Mill product often scheduled their deliveries for Monday or Friday, perhaps with meal planning in mind.

Geography



As we continue to learn more about our customers, it's interesting to see where products might tend to be popular. For Renewal Mill, San Francisco and the East Bay showed more interest, while the Peninsula and Marin generated few or no sales.

Customer Profile

Based on the 41 sales observed in April, we might say the following about Renewal Mill's Zero customer persona...

- Renewal Mill's customer is often a female member
- She has shopped with Zero for about 6 months, on average
- She purchases a Renewal Mill product roughly once/month, or every third or fourth order
- She lives in San Francisco or the East Bay